

# RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

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Region Operations Mgr

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July 18, 1997

RJR Account #332400  
Mr. F. Kowalski  
KEYCO DISTRIBUTING

## SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Frank:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **26** skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	<b>2</b>
Light Men 100	12300-22592	<b>1</b>
Light 100	12300-22589	<b>2</b>
FF 100	12300-22590	<b>1</b>

### DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS **30** WHITE CARTONS.

EACH WHITE CARTON CONTAINS **3** PRE-SLEEVED B2G1F DEALS, PLUS **1** LOOSE LIVE PACK.

EACH DISPLAY CONTAINS **7** WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO **49** LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE **1 ADDITIONAL LOOSE LIVE PACK** INTO EACH DISPLAY: THIS WILL ENABLE YOU TO BILL RETAIL @ **5 CARTONS PER DISPLAY**, RATHER THAN **4.9 CARTONS PER DISPLAY**.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

**0.9960**

SKU WT (w/o Product):

**1.7000 lbs**

Retail Sales Offer per Sku:

**21 Offers**

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is **NOT** added to Display)

EFT \$ Amount:

**\$N/A**

Non-EFT \$ Amount:

**\$996.86**

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-2-

B2G1F

KEYCO DISTRIBUTING

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***  
***(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$29.40 (2.1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

# Here's A September Offer That's Sure To Please:

## Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Poster is a convenient 12" x 12 1/2" size and allows you to place it almost anywhere in your store.



The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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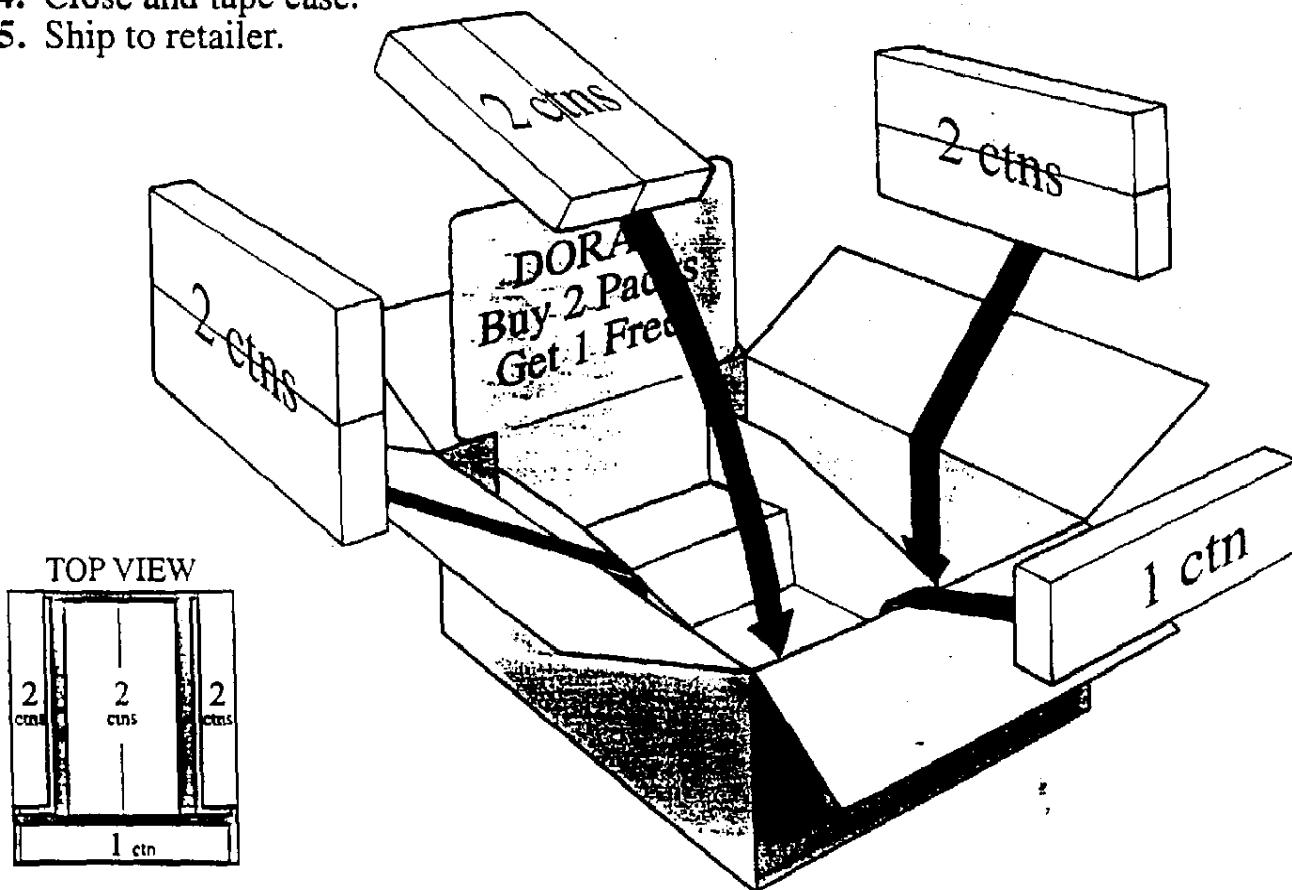
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. (Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt MEN 100	Light 100	ff 100		
Number of Cartons						

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 13

DATE: 97-06-30

TIME: 09:20 AM

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 701143 70900 DOR B2G1F SEPT  
 TEMPLATE SEQ : 0014  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	2		29160	(717)683-5737		
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	3			(717)693-3395		
162208		247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1			(717)675-8411		
162208	162222	380071	WILBURS COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1			(717)388-6700		
162208	162220	502069	ELLIS BEER DISTRIBUTU	499-501 HAZLE STR	WILKES BARRE	PA	18702	5			(717)822-2166		
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	1			(717)823-5729		
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	2			(717)387-0710		
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	2		20055	(717)388-6558		
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1			(717)829-8188		
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1			(717)675-2811		
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1			(717)459-2414		
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	3			(717)474-5577		
173806	173820	730081	MCADOO VARIETY	51 N KENNEDY DR	MCADOO	PA	18237	1			(717)929-1769		

PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 24

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To All RJR Retail Partners

## RETAILER LETTER

### DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

**IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.  
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.  
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR.DOC

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